

TIPS ON CHOOSING THE BEST TRAVEL INCENTIVE SUPPLIER

Odenza Marketing Group provides quality incentive marketing solutions that give their select clients a competitive edge in their market.

“We’ve been ranked as the number one Travel Incentive supplier since 1998 and we’re offering the following tips to retailers looking to purchase new travel incentives to help increase sales,” says Pav Sangha, Vice President of Marketing with Odenza Marketing Group.

These are the things you should be aware of when you’re dealing with an incentive company:

BACKGROUND CHECK ON THE COMPANY

Ask the incentive company to provide you with a list of references. References should include a full name, position and legitimate business phone number. The client list and also how long they have been working with each client is a strong indicator of the company’s strength.

IN-HOUSE TRAVEL AGENCY

Request a full listing of travel agents with contact information to ensure there are enough staff to take care of fulfillment. Find out if they also offer retail offers. A credible travel incentive supplier should be able to take care of all travel bookings. If you sell a product you need to be able to fulfill that product. Odenza boasts a staff of over 25 certified travel agents to ensure your customers get top-notch service.

ACCESSIBLE CUSTOMER SERVICE

How easily can your customers access the travel incentive providers customer service department? Find out what the hours of operation are for the customer service department and establish acceptable response times for both phone and email inquiries. Toll free lines are a sign of eagerness to fulfill. Many companies have a great ongoing relationship with the clients that they travel and will do bookings with them for years to come.

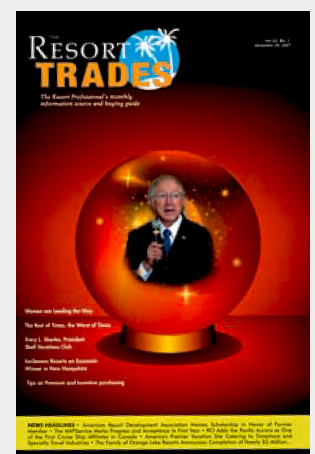
LICENSING AND AGREEMENTS WITH SUPPLIERS

It’s extremely important that you find out if the travel incentive company you’re dealing with has licenses or agreements with travel suppliers. Licenses and agreements with suppliers usually indicate that the travel incentive company you’re dealing with is in fact traveling certificate holders. Don’t be afraid to ask for references from the travel incentive provider’s suppliers (hotels, cruise lines, airlines, etc.).

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As featured in
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Why choose Odenza?

We're often asked the question, "Why should I bother purchasing incentives through you vs. a travel agency or another travel certificate company?"

Here are a few reasons why:

- You get the benefit of our full service in-house travel agency to take care of your customers and we're licensed as a seller of travel across the United States and Canada.
- Proof is in the pudding (as they say)! We have over 75 business cases showcasing the success that our clients have experienced.
www.odenza.com/business-case-studies
- We give you FREE marketing support and materials to ensure your campaign is successful. You are dealing with a company that has been around since 1998 with a BBB Rating of A+.
- More proof: Check out our client video testimonials across different industry sectors:
www.youtube.com/odenzamarketing
- Hundreds of guest testimonials with pictures:
www.odenza.com/testimonials
- Our suppliers – i.e. Carnival Cruise Lines, US Airways, WestJet – Love us! We have awards and references from all of them.
- We're members in good standing with the Consumer Protection Corporation, New Car Dealers Association, Jewelers of America Association, American Resort Development Association, and Home Furnishings Association.



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